

REMARKS

I. Introduction.

Claims 1-37 are pending, and stand rejected. Claims 1-37 were, in various groups, rejected under 35 U.S.C. Section 103(a). Claims 3, 4, 9, 11, 12, 17, 23 and 24 were amended to either make grammatical changes thereto, or to ensure consistency among the claims. Claim 30 has been canceled.

II. The 35 U.S.C. Section 103(a) Rejections.

A. The Rejection of Claims 1-4, 8-9, 11-12, 14-15, 18-23, 25, and 32-37.

Claims 1-4, 8-9, 11-12, 14-15, 18-23, 25, and 32 were rejected under 35 U.S.C. Section 103(a) as being unpatentable over U.S. Patent 5,759,980 issued to Russo, et al. in view of U.S. Patent 3,502,215 issued to Cahan and further in view of U.S. Patent Application Serial No. 2002/0179535 A1, published in the name of Lutich.

The Office Action states that Russo, et al. teach a method of cleaning a car using an aqueous cleaning composition having a pH less than 9 and containing a polymer which renders the surface hydrophilic. The Office Action acknowledges that Russo, et al. fails to teach rinsing the surface with purified water. The Office Action, however, states that it would have been obvious to a person of ordinary skill in the art to modify the method of Russo, et al. to include using an ion exchange resin in car washes as taught by Cahan, et al. for the purposes of purifying the water by removing the water hardness. The Office Action then acknowledges that Russo, et al. as modified by Cahan, et al. fails to teach a hand-held sprayer that comprises a water purifier to rinse the surface with purified rinse water. The Office Action states, however, that it would have been obvious to have modified the method of Russo, et al. to include a filtering device in combination with a hand-held sprayer, as taught by Lutich for the purpose of purifying the water by removing contaminants therefrom.

The Applicants respectfully request that the rejection be reconsidered and withdrawn. The Applicants initially note the following regarding the statements in the Office Action about removing hardness from water. Removing water hardness will not provide a benefit of eliminating deposits on certain surfaces, such as the exterior surfaces of a vehicle. In fact, softening water can be detrimental to providing such surfaces with a spot free appearance. When water is softened, calcium and magnesium are removed, and

replaced with sodium. When the sodium remaining in water deposits on such surfaces, it crystallizes and leaves white deposits on the surfaces. The process of softening water increases the amount of sodium in the water, and thus, increases the amount of such deposits on the surfaces.

With respect to the rejection, the only references that are part of the claimed combination that teach purifying water do not teach how to provide a hand-held sprayer comprising a purifier comprising ion exchange resin, or render the same obvious. The Cahan water reclamation apparatus is a large commercial scale operation that includes an ion exchange unit in the form of a tank with a drain line that is connected to a sewer. The unit also has a regenerate storage tank connected to the same. There are several types of ion exchange technologies, including devices that employ an electrical current where water falls through plates, and the ions are deposited on the plates. The Cahan patent does not state that the ion exchange unit described therein comprises ion exchange resin. Further, the ion exchange unit in the Cahan apparatus is not part of a sprayer, and no part of the Cahan apparatus is hand-held. The Lutich reference is directed to a filter assembly for a kitchen sink sprayer. The Lutich reference does not teach or disclose a purifier that comprises ion exchange resin. An ion exchange resin purifier is different from filters that operate by straining particles, and from other types of filter media that operate by adsorption. While the types of filter media disclosed in the Lutich reference (carbon black, copper, etc.) may remove substances from the water that will make the water fit for human consumption, they will not remove lighter cations, such as sodium and potassium, that will leave water spots and other residue on surfaces. The combination of references fails to teach or disclose, or render obvious a process in which, among other things, the rinsing step is carried out using a hand-held sprayer that is attached to a garden hose when in use and comprises a water purifier comprising ion exchange resin.

In further support of the nonobviousness of the claimed invention, the Applicants submit that a recently introduced product that utilizes the claimed process, MR CLEAN® AutoDry™ Carwash, is starting to receive wide acclaim as a product that will revolutionize the car care industry. MR CLEAN® AutoDry™ Carwash has been tested and approved by MOTOR TREND Magazine. MR CLEAN® AutoDry™ Carwash was one of twelve products to win the POPULAR MECHANIC Magazine's Editor's Choice Awards for new product innovation. In addition, Mr. Alan Goldstein, one of the inventors herein, was named to FAST COMPANY Magazine's "Fast 50" rising stars as being responsible for delivering "a revolutionary new product that lets people wash their vehicle without having

to hand dry, with spot-free results guaranteed.” A demonstration video of MR CLEAN® AutoDry™ Carwash can be viewed on line at www.AutoDry.com.

B. The Rejection of Claims 5-7, 24, and 26-29.

Claims 5-7, 24, and 26-29 were rejected under 35 U.S.C. Section 103(a) as being unpatentable over Russo, et al. in view of U.S. Patent 3,502,215 issued to Cahan and Lutich as applied to the preceding set of claims, and further in view of U.S. Patent Application 2002/0160924 filed in the name of Bertrem, et al.

The Applicants respectfully request that this rejection be reconsidered and withdrawn. The subject matter that is described in the Bertrem, et al. patent application and the claimed invention were, at the time the invention was made, both subject to an obligation of assignment to The Procter & Gamble Company, and thus, do not preclude patentability of the claimed invention under 35 U.S.C. Section 103(c). A copy of the assignments of both of these applications is transmitted herewith.

C. The Rejection of Claim 10.

Claim 10 was rejected under 35 U.S.C. Section 103(a) as being unpatentable over Russo, et al. in view of U.S. Patent 3,502,215 issued to Cahan and Lutich as applied to the first set of claims, and further in view of U.S. Patent 5,238,595 issued to Crutcher, et al.

The Applicants respectfully request that this rejection be reconsidered and withdrawn. In addition to the distinctions from the Russo, et al., Cahan, and Lutich references discussed above, the Crutcher, et al. reference fails to teach or disclose a process for cleaning a surface with a cleaning composition that comprises nonoparticle clay material where at least some of the nanoparticle clay material remains on the surface to assist in the sheeting action of water from the surface. The only purpose disclosed in the Crutcher, et al. reference for the zeolite is for use as a detergent builder that minimizes precipitation of surfactants from the cleaning solution prior to the completion of the cleaning process.

D. The Rejection of Claims 13 and 31.

Claims 13 and 31 were rejected under 35 U.S.C. Section 103(a) as being unpatentable over Russo, et al. in view of U.S. Patent 3,502,215 issued to Cahan and Lutich as applied to the first set of claims, and further in view of U.S. Patent 6,284,124 issued to DiMascio, et al.

The Applicants respectfully request that this rejection be reconsidered and withdrawn. The combination of references fails to teach or disclose, or render obvious a process in which the rinsing step is carried out using a hand-held sprayer that comprises a water purifier comprising an ion exchange resin. The DiMascio, et al. reference is directed to an electrodeionization apparatus and method. It would not be obvious to a person of ordinary skill in the art how to modify the references cited to arrive at the claimed invention. It is not obvious how a process that utilizes an electrical current would be combined with a hand held water sprayer.

E. The Rejection of Claims 16-17 and 30.

Claims 16-17 and 30 were rejected under 35 U.S.C. Section 103(a) as being unpatentable over Russo, et al. in view of U.S. Patent 3,502,215 issued to Cahan and Lutich as applied to the first set of claims, and further in view of U.S. Patent 5,595,345 issued to Chura, et al.

The Office Action states that Russo, et al. teach that the car wash cleaning composition can be applied by spray bottle, but that Russo, et al. fail to teach the limitations of Claims 16-17 and 30. The Office Action goes on to state that Chura, et al. teaches a double barrel sprayer for applying a dilute product of the cleaning solution to the surface and rinsing the surface with a water only rinse. The Office Action concludes that it would have been obvious to a person of ordinary skill in the art to have modified the method of Russo, et al. to include the double barrel sprayer of Chura, et al., for purposes of applying a cleaning solution and rinse onto the surface in a convenient manner.

The Applicants respectfully request that this rejection be reconsidered and withdrawn. None of the references teach or disclose a hand-held sprayer that comprises a water purifier comprising an ion exchange resin. The combination of references fails to teach or disclose, or render obvious a process in which the rinsing step is carried out using a hand-held sprayer that comprises a water purifier comprising an ion exchange resin.

F. The Rejection of Claims 33-37.

Claims 33-37 were rejected under 35 U.S.C. Section 103(a) as being unpatentable over Russo, et al. in view of U.S. Patent 3,502,215 issued to Cahan.

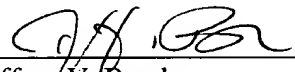
The Office Action states that it would have been obvious to a person of ordinary skill in the art to modify the method of Russo, et al. to include using an ion-exchange resin in car washes as taught by Cahan, et al., for purposes of purifying the water by removing the water hardness.

The Applicants respectfully request that this rejection be reconsidered and withdrawn. With respect to Claim 33, the combination of references fails to teach or disclose, or render obvious a process in which the rinsing step is carried out using a hose-end spray device that when in use, comprises a water purifier comprising ion exchange resin. With respect to Claims 34-37, the combination of references fails to teach or disclose, or render obvious a process in which a cleaning composition is applied to the external surface of a vehicle using a hose-end spraying device.

VI. Summary.

The 35 U.S.C. Section 103 rejections have been addressed. In view of the foregoing, a Notice of Allowance is respectfully requested.

Respectfully submitted,
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